

# THE AGRIFAIR ALERT

*100 years of Fun are DONE!*

*We're ready for 100 MORE!*

*Are you ???!*

**8TH EDITION JANUARY 2011**

Well, the books are done and Agrifair made a profit!! \$3,807 was the net profit for Agrifair 2010 ~ this is great news!

There is no possible way we could have done this without the support of our wonderful community! So many Abbotsfordians take pride & ownership of the Abbotsford Agrifair. We are *the best little country fair!*

The staff and board of directors are a frugal bunch! With creative negotiations our expenses came in under budget by \$20,000 plus! Our annual budget exceeds over \$600,000. Agrifair's 2010 revenue budget was over \$8,000! Our cash sponsorship has decreased over the past two years. BUT our goods in kind & services have been increasing steadily – this means some of our expenses decreased! Hey, it ALL helps! And we are grateful!

2010 saw Agrifair be proactive with fundraising in two new ways. Our Raffle fundraiser was not as successful as we had hoped even though the winners felt it was extremely successful! Our Commemorative Calendar ~ beautiful as it is and very affordable ~ just seemed to be a hard sell. We still have some at the office for anyone interested.

Our 100<sup>th</sup> also saw times of uncertainty. Would we still receive funding from BC Gaming? This was a fear for many non-profit groups. Thanks to hard campaigning by Michael de Jong & John Van Dongen, gaming funds were SAFE! for 2010. Agrifair received its gaming funding in June of 2010 and we have been informed that we will receive funds for 2011 as well. That is awesome news!!!

## **Today's thought:**

*Do vegetarians eat animal crackers?*

Join us on Facebook!



## **Introducing:**

### **Our 2011 Board of Directors**

Don Curtis – Rodeo Chairman

Harry De Jong – President

\*\*Kim Hissink – Advertising & Marketing Chair

Susan Krochter – Secretary

Matthew Malkin – Fat Pig Saloon Chair

Douglas McNally – Volunteer Development Chair

Allan Philps – Treasurer

\*\*Tom Oostenbrug – Representing the Fraser Valley  
Antique Farm Machinery Association

Lea Reisig – Off Site Chair

Cindy Rowell – Creative Living Chair

Ernie Silveri – Vice President

Bob Street – Country Horse Classic Chair

Gord Vander Spoel – Farm Equip. Displays Chair

Neil Watson – Grounds & Buildings Chair

Susan Watson – Site Décor & KidZone Chair

\*\*Jared Webster – 4-H, Agriland, Livestock Chair

Lorne Webster – Director

\*\* new directors!

### **Advisors that sit on our board are:**

City of Abbotsford Councilor: Moe Gill

Abbotsford Parks, Recreation & Culture: Sheila  
Porlier

### **Office Staff**

Pamela Brenner - General Manager

Melanie Kish - Office Manager & Exhibit Sales

Sarah Nicholls – Agriculture Coordinator

**Comments:** please feel free to email us ~ we would love to hear from you!

**Agrifair is looking to increase its Membership!!**  
**Join today! [www.agrifair.ca](http://www.agrifair.ca) under the Forms tab is our membership application.**



## President's Corner

I would like to thank everyone for their support with helping us celebrate 100 fairs! Looking back at 2010, it's hard to believe how time really does fly! It seems like just yesterday we were starting preparations for our milestone fair. We are proud of Agrifair 2010. Bridging the gap between ruralites and urbanites, prize draws, education, entertainment, family fun time, Free Zone KidZone, and so much more offered to our community for such a small price.

At the BC Fairs convention in 2010, Agrifair won three awards: the Milestone Awards for our 100<sup>th</sup> Anniversary, The Unique Idea Award for our Commemorative Calendar and Member's Choice Award for a Wood Carving done by an exhibitor at Agrifair. Agrifair was once again nominated for Business of the Year in the Non-Profit category.

Thank you to Mark Taylor of Abbotsford Parks, Recreation & Culture for his kind words, "...I can't wait to have the fair here!...". Thank you to Linda Clark of the Abbotsford News, "You guys did an awesome job!..." And of course Mayor Peary; "It almost goes without saying that the success of Agrifair would not be possible without the support of our sponsors. This year, once again, hundreds of organizations stepped forward to support this event, clearly demonstration the generosity and pride found throughout our wonderful City. You help keep this vital community event alive!"

Once again, thank you to our Sponsors, Volunteers and Community for your continuing support of Agrifair! See you July 28<sup>th</sup> to August 1<sup>st</sup>, 2011 as we celebrate our 101<sup>st</sup> Fair!!!!!!

## Abbotsford Agrifair the solution to A.D.D (Agriculture Deficit Disorder)



**Have a story, memory or picture you would like to share about Agrifair with Agrifair. Please send them to [agrifair@telus.net](mailto:agrifair@telus.net) or surface mail to: PO Box 2334 Abbotsford, BC V2T 4X2**

### **A short word from our Volunteer Coordinator, Douglas McNally:**

Agrifair is looking to increase its Volunteer Data base. We would love to **involve corporate and business** to do this. Please email the Agrifair office ([agrifair@telus.net](mailto:agrifair@telus.net)) if you are interested in a Volunteer package for business and staff. **This is a great opportunity for Team Building, Mentoring and Marketing!!!!**



## **Volunteer Services**

**This year watch for Penny the Pig ~ she will be all around town promoting Agrifair with chances to win passes and cash!!!**

